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1993 PETALUMA PUBLIC OPINION SURVEY

Prepared for the City of Petaluma
by the

Institute For Community Planning Assistance
Sonoma State University

JULY 15, 1993

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1993 Petaluma Public Opinion Survey

Contents

Introduction 1

Survey Highlights 1

Methodology

Survey Design 2

Selection on the Random Sample of Residents 3

Survey Technique 3

Survey Results and Analysis

Likes and Dislikes 4

Petaluma's Future 6

Shopping and Jobs 7

Traffic 10

Priority of Funding for City Services 11

Willingness to Pay for City Services 11

Cross-Tabulation of Survey Results 13

Comparison of Results of the 1985 and 1993 Surveys 13

Some Concluding Observations 14

Appendix A Comparison of Characteristics of 1993 Respondents with all Petaluma Residents (1990 Census)

Appendix B Petaluma Opinion Survey

Appendix C Determination of Sample Size

Appendix D Complete Survey Results

1993 PETALUMA PUBLIC OPINION SURVEY

The City of Petaluma is undertaking a comprehensive review of its General Plan. As a preliminary step in this effort, the City Council and Planning Commission are interested in determining the concerns and desires of Petaluma residents. In addition, City officials are interested in determining whether or not there have been any major changes in public opinion since the last comprehensive General Plan survey was undertaken in 1985. To this end, the City of Petaluma has contracted with Sonoma State University's Institute for Community Planning Assistance (ICPA) to carry out a modified version of the 1985 public opinion survey.

This report presents the results of the 1993 survey. It is divided into four sections. The first includes a summary of the findings of the survey. This is followed by a description of the methodology employed to select and interview a statistically valid sample of Petaluma residents. The third section contains a presentation and analysis of the survey results. These results are compared with the results from the 1985 Petaluma Public Opinion Survey. The report concludes with appendices containing the complete 1993 survey tabulations.

SURVEY HIGHLIGHTS

Using a methodology that has been successfully employed in numerous previous community surveys, ICPA staff selected a "random sample" of 275 Petaluma residents to participate in the survey. These residents were surveyed in June and July of 1993. The demographic distribution of those surveyed can be found in Appendix A.

The "small town atmosphere" was the one quality chosen by most respondents as what they liked most about living in the city. Many people indicated that they enjoyed living in Petaluma because of the climate, social atmosphere, and the nice neighborhoods. Over half of Petaluma's residents would like to see the land surrounding Petaluma remain as it is now with a mix of open space and agricultural uses.

The one thing that respondents liked least about living in Petaluma was traffic. Traffic congestion and inadequate public transit within Petaluma were cited as serious problems facing the city. A lack of bridges and roads connecting the east and west sides was blamed for part of the traffic problem. The intersection of Washington Street & McDowell Boulevard was cited to be the most congested location within the city.

The majority of respondents would like their city to stay about the same in 10 years as it is now. Many expressed a concern about housing growth,

which they feel should equal growth in jobs so that people could both live and work in Petaluma. The majority of residents feel that the city should actively try to increase the number of jobs in Petaluma, although many mentioned that the effort should be directed towards attracting only high-paying jobs. The lack of affordable housing due to high housing sales prices and high rents was cited as the city's biggest housing problem by many survey respondents.

Almost half of those surveyed indicated that they shop in Petaluma for furniture, appliances, and similar items most of the time. When they leave Petaluma to shop, it is usually because they find a better selection or variety elsewhere. Generally, respondents seemed to be satisfied with their downtown area. The highest percentage of respondents would like to see it remain essentially the same as it is now.

Current recreational facilities were found to be adequate by many respondents. Some noted that they would like to see more recreational facilities for young people, while others favored the development of another swimming pool. A number of people mentioned the new Boys & Girls Club as an example of the adequacy of current facilities.

Those surveyed put a higher priority on the more visible city services such as police, fire and emergency medical, than they did on certain other services such as street lighting, affordable housing and flood control. Respondents also generally indicated a willingness to pay for those services which they consider more important through increased local taxes or other financing mechanisms.

A comparison of the results of this survey with those from a similar survey conducted in 1985 shows that opinions have not changed much in the past eight years. Residents continue to like the city's small town atmosphere and are most concerned about solving the city's traffic congestion problems. There is a greater level of satisfaction with the downtown in general and parking there in particular. There is a greater concern about housing affordability and a lesser, but still significant, degree of concern about preserving agricultural land and open space surrounding the city.

METHODOLOGY

Survey Design

ICPA staff designed the public opinion survey in cooperation with staff from Petaluma's Planning Department and the City Council. The majority of the questions on the 1993 survey are similar to questions asked of Petaluma residents in 1985. A copy of the 1993 survey questionnaire can be found in Appendix B.

The survey was approached in essentially the same manner as was the 1985 survey (also conducted by the ICPA). Only Petaluma residents living within the City Limits were selected to participate. A minimum sample size of 250 residents was deemed necessary in order to provide a statistically valid sample with a 95% confidence level with a margin of error of between 8 and 10 percent. An actual total of 275 residents were surveyed. An explanation of the methodology used to determine the sample size is provided in Appendix C.

Selection of the Random Sample of Residents

ICPA staff considered a variety of methods which could be used to generate a random selection of city residents, including using tables of random numbers and computer generation of telephone directory listings. The method ultimately chosen by the Institute utilized a combination of computer generated random numbers and telephone listings.

Copies of the 1992 Petaluma Area Telephone Directory were obtained for use in selecting random addresses. The directory contained 142 pages of residential listings for the Petaluma area. Each page contained three columns of telephone listings with up to 80 numbers per column. A computer program was used to generate three separate vertical listings of random numbers from 1 to 142 for determining page numbers in the telephone directory; 1 to 3 to determine columns on each page; and 1 to 80 to determine rows in each column.

The random numbers were then combined into one list which included the random page number, column, and the line number. This list was used to index specific locations in the telephone directory. The first Petaluma address at or after the corresponding page, column, and line number in the directory was written down. The location of each address was then determined using city maps. Addresses lying outside of the City Limits were eliminated. The remaining valid addresses were then grouped by geographic area to expedite the administration of the survey. In order to assure that the random sample included residents without phones or those with unlisted telephone numbers, surveyors were instructed to flip a coin at each designated address and survey the house to the right or left depending on the toss of the coin.

Survey Technique

A test run of the survey was conducted in order to detect any major problems with its delivery or clarity. The test run of ten surveys did not reveal any significant flaws in the survey questions or delivery, and no changes to the survey questions were deemed necessary. The trial surveys were incorporated into the final results.

The surveys were administered between June 17 and July 5, 1993. Surveyors visited residences between 4:30 P.M. and 8:30 P.M. on weekdays and from 9:00 A.M. to 8:30 P.M. on weekends. Each of the three surveyors

received approximately 90 addresses from the random address list. In order to further guarantee randomness and to include addresses without phones or with unlisted telephone numbers, the surveyor located each address and flipped a coin to decide whether to conduct the survey to the right or left of the designated address. The surveyor then attempted to find a resident who would agree to be surveyed in the same direction down the street until a survey was completed.

In order to maintain consistency in the responses, surveyors used the same format when introducing themselves and administering the survey questions. Residents were not shown or read any possible answers to the questions (with the exception of questions number sixteen and seventeen). Categories of possible responses were included on the survey form only for the surveyor's use.

As surveys were completed, the surveyor identified the corresponding census tract for the surveyed address. This allowed for the correlation of the surveys with 1990 U.S. Census demographic information provided by the City staff. The approximate location of each survey was marked on a Census Tract map to display the geographic dispersion of the surveys.

After completion of the surveys in the field, data from the completed questionnaires were entered into a statistical computer program, STATGRAPHICS. Responses were tabulated for each question. Complete survey results are provided in Appendix D.

SURVEY RESULTS AND ANALYSIS *

Likes And Dislikes

The first question of the survey asked respondents what two things they liked most about living in Petaluma. Forty-two percent of respondents indicated that Petaluma's "small town atmosphere" or "low density" was the primary characteristic that they liked most about their city. Eleven percent identified "climate" as their most liked quality, and 10% stated they liked the "social atmosphere" of the city. "Nice neighborhoods" was the fourth most popular answer with a 9% response.

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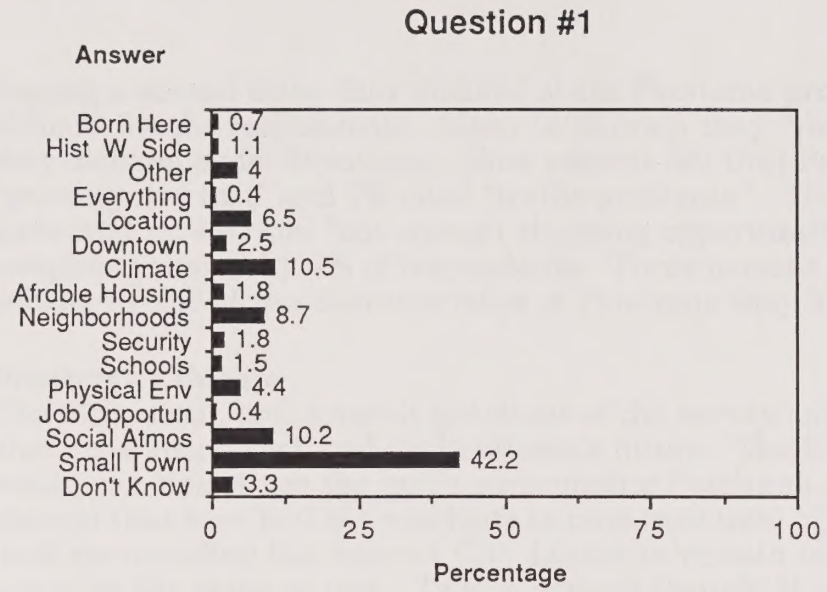
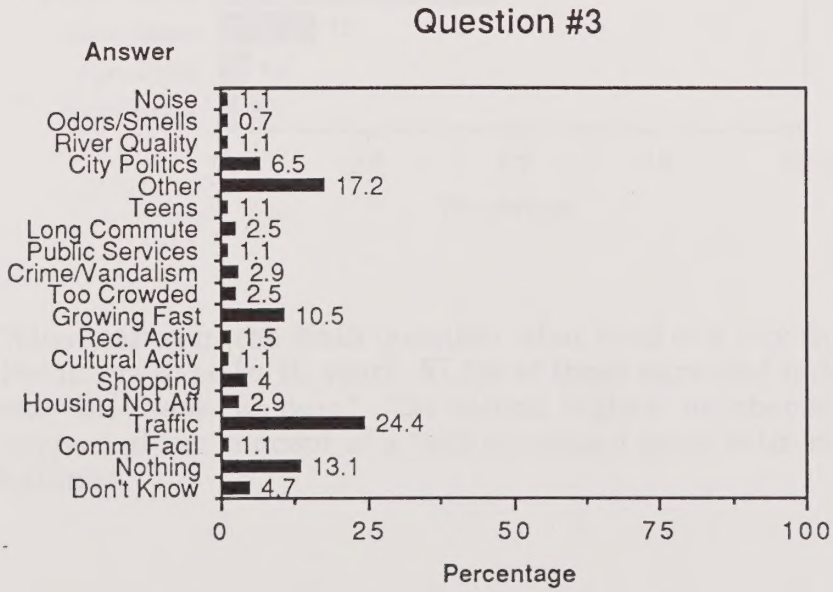
* *Percentages in the text have been rounded from the graphs to simplify the discussion. Graphic displays of results of "second choice" questions and answers are not shown here. Frequency distributions for these answers are found in Appendix D.*



For their second choices, 13% stated they liked the City's "location." "Social atmosphere" and "climate" each received 11% of the survey responses." "Small town atmosphere/low density" was stated by 10% of the survey respondents as their second most liked feature of Petaluma. Eighteen percent of respondents could not articulate another specific thing they liked about the city.

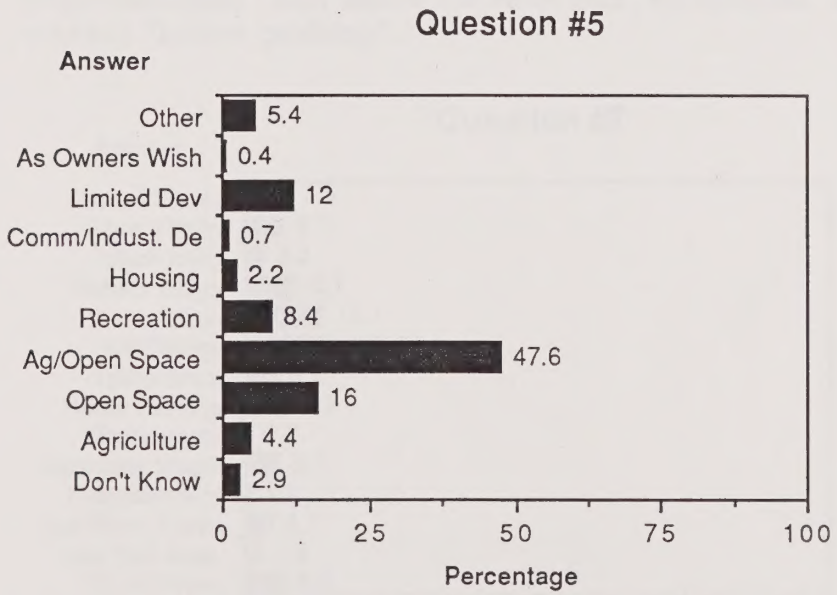
The next survey question asked what two things the respondent disliked most about Petaluma. "Traffic problems" was the first choice of 24% of those surveyed. Thirteen percent disliked "nothing" about Petaluma. Eleven percent thought the city was "growing too fast." Six and a half percent indicated that various aspects of city politics were the thing they liked least about Petaluma.



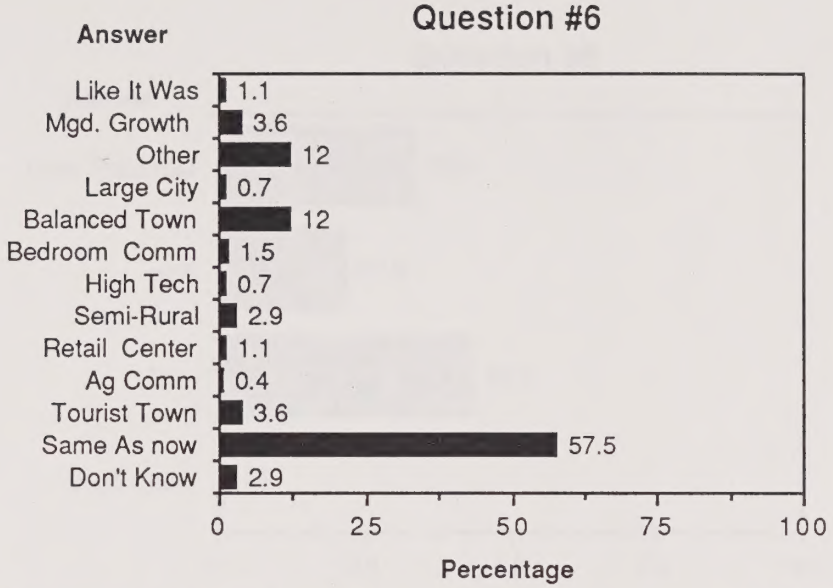
Stating a second thing they disliked about Petaluma proved to be more difficult for the respondents. Many (42%) said they "didn't know" what else they disliked about Petaluma. Nine percent felt that Petaluma was "growing too fast" and 7% cited "traffic problems." "Too crowded" was answered by 4%, and "not enough shopping opportunities" was also a complaint shared by 4% of respondents. Three percent again pointed to city politics as one of the characteristics of Petaluma they liked least.

Petaluma's Future

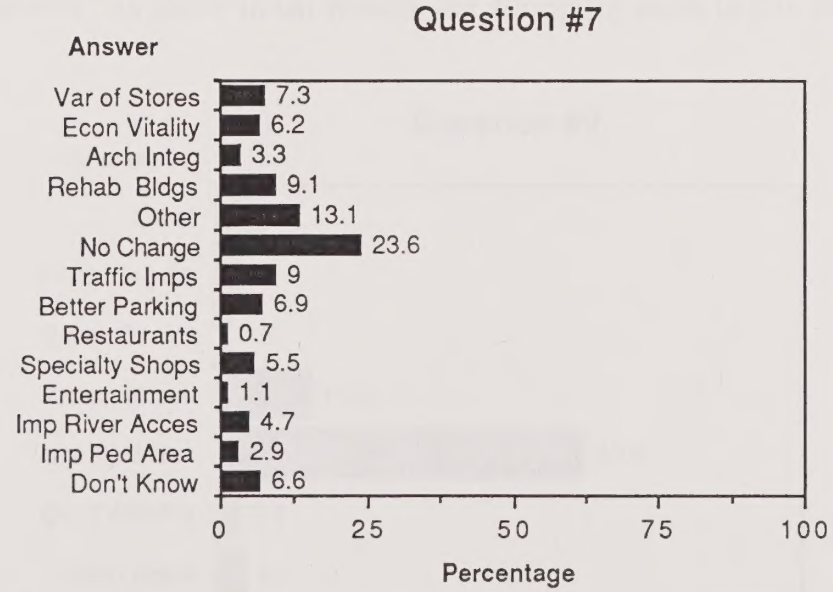
The fifth, sixth, and seventh questions of the survey asked respondents about the vision they had for Petaluma's future. The fifth question, "How would you like to see the lands surrounding Petaluma used in the future?", showed that over half the residents (a combined total of 68%) wanted the land surrounding the current City Limits to remain in agriculture, open space, or the same as now. Twelve percent thought it should be used for "limited development," and 8% indicated that it should be used for "recreation."



When asked in the sixth question what kind of a city they would like Petaluma to be in 10 years, 57.5% of those surveyed indicated that it should stay the "same as now." The second highest number of respondents (12%) supported the concept of a "self contained town with jobs and housing balance".

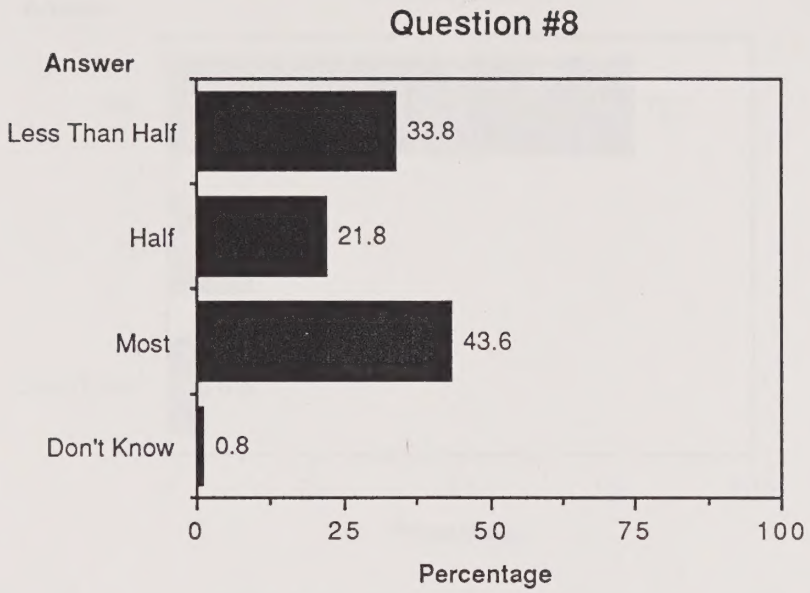


The seventh question concerned the downtown and the one change the respondents would like to see there. The highest percentage of respondents, 23.6%, wanted to see "no change/keep the buildings, stores the same." Nine percent of the respondents wanted to see "traffic improvements," and about 7% each had "no opinion" about changes or wanted "better parking".

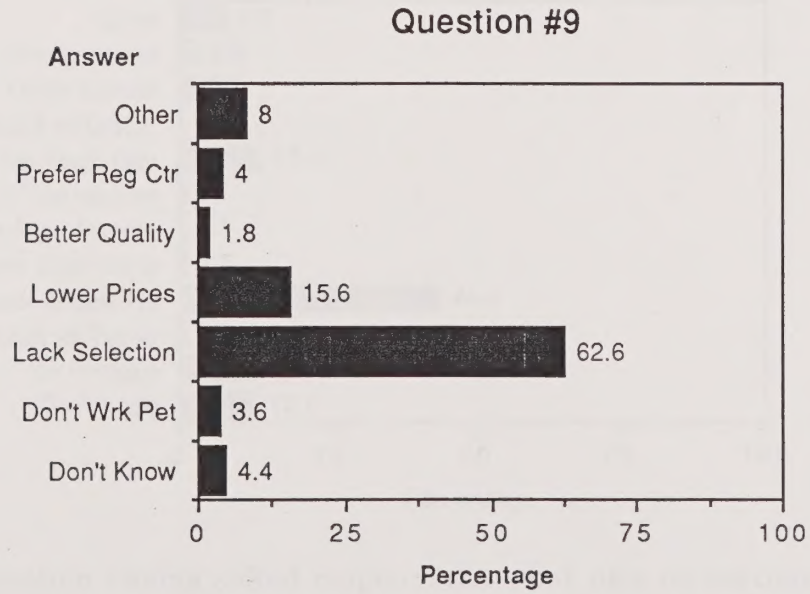


Shopping And Jobs

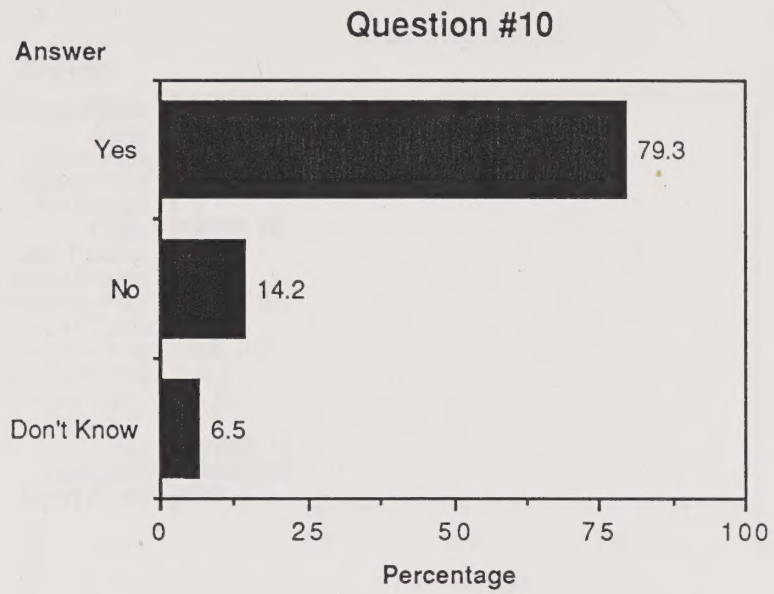
The eighth question of the survey asked how frequently respondents shopped in Petaluma. Nearly half of those surveyed (43.6%) shopped for furniture, appliances, and clothes in Petaluma "most of the time." Almost twenty-two percent of those surveyed shopped in Petaluma half the time, and about 34% shopped in Petaluma less than half the time.



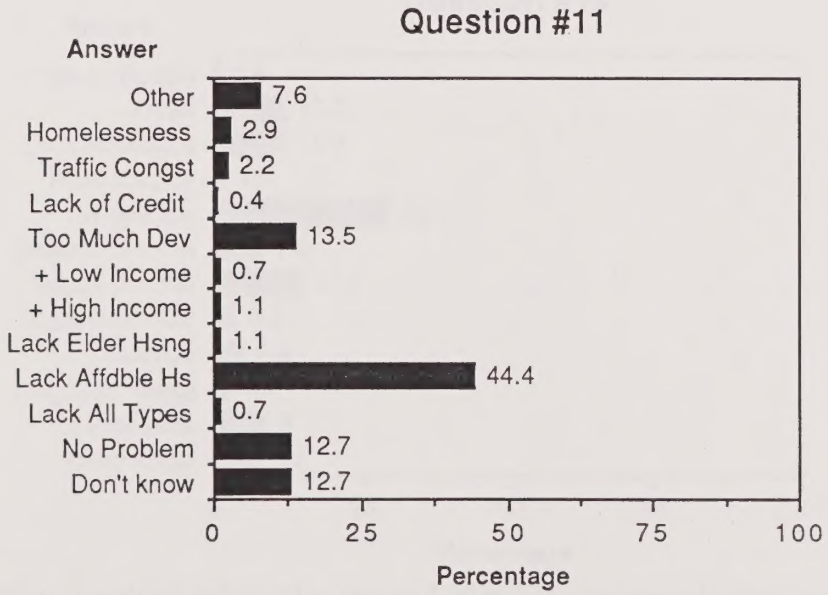
When they were asked in question nine what the main reason was for shopping outside of Petaluma, "lack of variety, better selection elsewhere," was the answer given by 63% of the survey respondents. Fifteen and a half percent of those surveyed answered "lower prices elsewhere/discount stores" as their main reason for shopping outside the city.



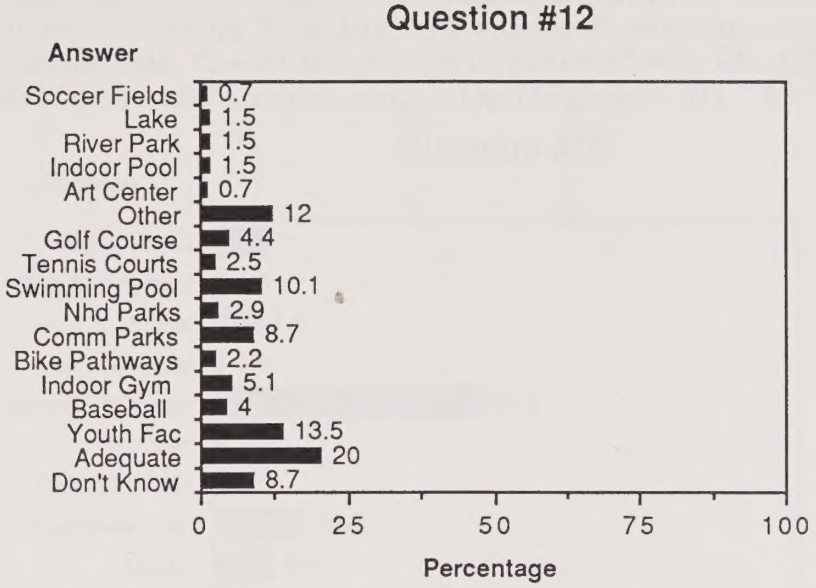
Question ten asked if the city should make an active attempt to increase the number of jobs in Petaluma. Respondents overwhelmingly (79%) felt that there should be, while 14% said there should not be.



When they were asked about the biggest housing problem in Petaluma, over 44% of the respondents thought the "lack of affordable housing" (high costs/high rents) was the biggest housing problem. Thirteen and a half percent felt there was "too much development" already. The answers "no apparent problem" and "no opinion" were each given by almost 13% of respondents.

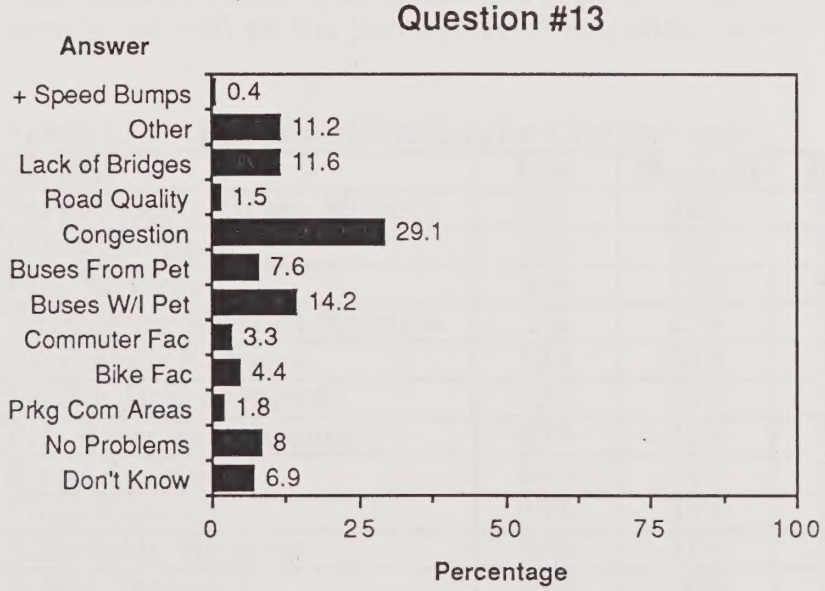


Question twelve asked respondents what new recreational facility the city needed most. "Current recreational facilities are adequate/nothing needed" was cited by 20% of those surveyed. Thirteen percent of the people surveyed answered that more "youth recreation facilities" are needed. "Swimming pool" and "community park" were cited by 10% and 9% of those surveyed, respectively.



Traffic

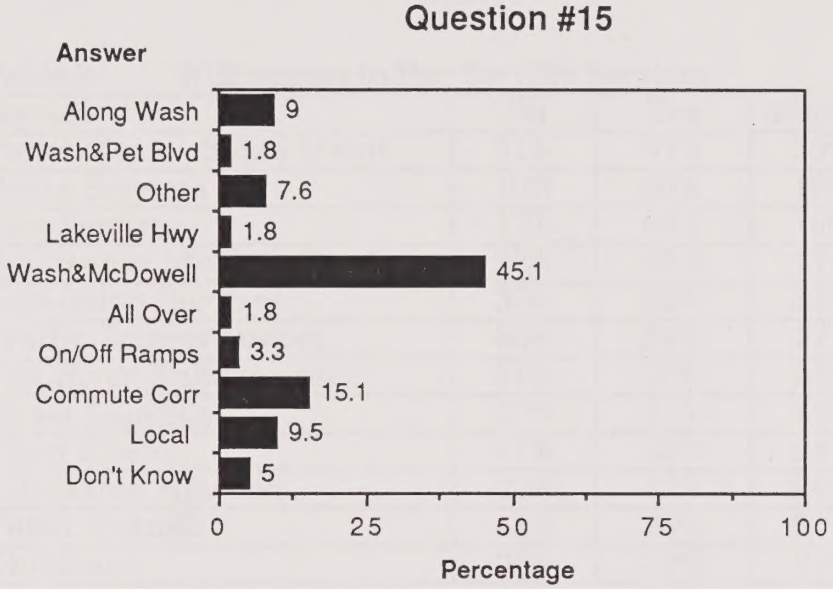
Questions thirteen and fourteen asked what the respondents felt were the two biggest transportation problems in Petaluma. The most serious transportation problem was deemed to be traffic congestion, cited by 29% of the respondents. "Inadequate public transportation within Petaluma" was the response of 14% of those surveyed, and "lack of bridges/roads connecting East and West sides" was the answer of 11% of the respondents.



When asked what the second biggest transportation problem was, almost half of those surveyed (46%) could not specify anything. Thirteen percent answered "traffic congestion" and 9% specified "lack of bridges/roads connecting East and West sides."

Question fifteen asked the respondents where the most serious traffic congestion problem was in or around Petaluma. The intersection of

Washington Street and McDowell Boulevard was cited by 45% of those surveyed. "Along Washington Boulevard" was the answer of 9% of the respondents. "Local congestion/downtown" was identified by almost 10%, and "commute corridor congestion (Highway 101)" by 15%.



Priority of Funding for City Services

Question sixteen asked survey respondents to assign a low, medium, or high priority for city funding to twelve city services. Table 1 lists the responses in the low, medium, and high priority categories for each city service, as well as the percentage of respondents who expressed no opinion.

Table 1: Priority of Funding for City Services

Service	Low	Medium	High	No Opinion
Parks / Open Space Maint.	5%	52%	39%	4%
Police Services	3%	18%	77%	2%
Fire Services	1%	16%	81%	2%
Emergency Medical Services	2%	17%	78%	3%
Recreation Services	12%	50%	33%	5%
Traffic Improvements	13%	39%	44%	4%
Pet. River Enhancement	40%	33%	24%	3%
Street Lighting	44%	34%	17%	5%
Flood Control	33%	33%	29%	5%
Affordable Housing	16%	31%	51%	2%
Public Transit	20%	40%	33%	7%
Childcare	22%	28%	38%	12%

Willingness to Pay for City Services

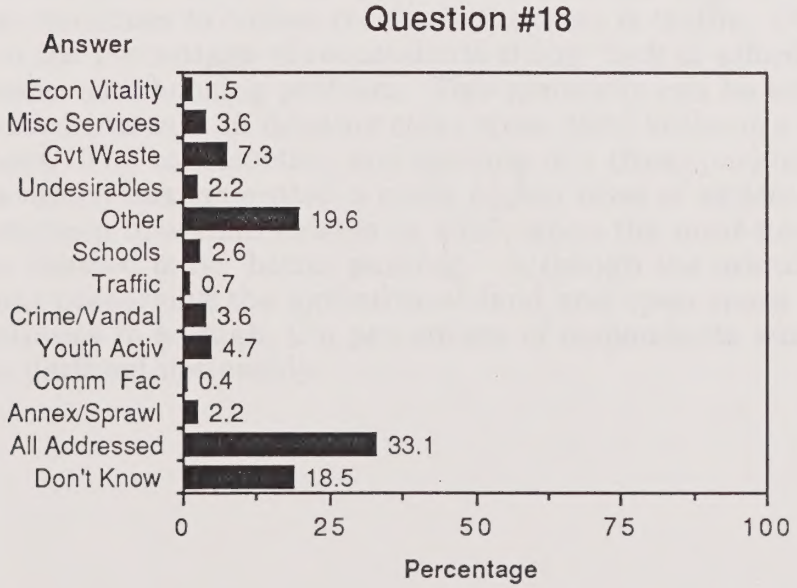
Question seventeen addressed residents' willingness to pay for city services. Respondents were asked if they would pay additional local taxes or fees, or

be subject to or agree to other funding mechanisms, for twelve categories of city services. Table 2 shows the relative willingness of respondents to pay for these services.

Table 2: Willingness to Pay for City Services

Service	No	Yes	Maybe	No Opinion
Parks / Open Space Maint.	31%	37%	30%	2%
Police Services	19%	60%	19%	2%
Fire Services	17%	63%	18%	2%
Emergency Medical Services	22%	58%	17%	3%
Recreation Services	36%	30%	31%	2%
Traffic Improvements	36%	34%	27%	3%
Pet. River Enhancement	54%	20%	23%	3%
Street Lighting	57%	17%	23%	3%
Flood Control	47%	25%	24%	4%
Affordable Housing	40%	32%	24%	4%
Public Transit	41%	25%	30%	4%
Childcare	36%	32%	24%	8%

The last question of the survey concerned the identification of issues which may not have been covered by the survey. The largest group of respondents (33%) indicated that the survey had addressed all important issues. "Problems with city government, especially those dealing with waste and inefficiency" was an additional issue brought up by 7% of respondents, and almost 5% thought that "youth activities" was an area that needed further attention.



Cross-Tabulation of Survey Results
In order to determine relative satisfaction and dissatisfaction levels of residents in different sections of Petaluma, responses to several of the questions were cross-tabulated by residential location. Generally, it was found that little difference of opinion existed between residents on the East and West sides of Petaluma.

An appreciation of Petaluma's small town character was found to be strong in all areas of the city. Generally speaking, residents of the West side were more likely to cite "lack of affordable housing" as the number one housing problem facing Petaluma, while those who responded that there was no apparent housing problem were more likely to live on the East side. Residents who were concerned about too much development in Petaluma were slightly more likely to live on the East side.

The concern about traffic congestion existed uniformly throughout the city. It was considered to be a serious problem to a greater degree by residents in the western edge and southwest section of the city. Of the residents citing "traffic" as the worst problem in Petaluma, 42% were willing to pay additional local taxes or other fees for traffic improvements. Thirty-one percent indicated that the would consider paying for such improvements, while 25% said they would not.

Comparison of Results of the 1985 and 1993 Surveys
Most of the responses given in the 1993 survey were very similar to those given in the 1985 survey, as indicated in Table 3. This comparison reveals that the number one reason that people enjoy living in Petaluma continues to be its small town atmosphere. The primary negative aspect of Petaluma that continues to bother residents the most is traffic. One notable increase is in the percentage of respondents citing "lack of affordable housing" as the number one housing problem. This generally can be explained by the marked increase in housing costs since 1985 without a parallel increase in wages. The construction and opening of a (free) parking garage in the downtown has generated a much higher level of satisfaction with the downtown now than existed in 1985, when the most-needed improvement was deemed to be "better parking." Although the overall level of concern about preserving the agricultural land and open space around Petaluma continues to be high, the percentage of respondents who share this concern has declined noticeably.

Table 3: 1985/1993 Survey Comparison

Question	Answer	1985	1993
What thing do you like most about living in Petaluma?	Small Town Atmosphere	43%	42%
What thing do you like least about living in Petaluma?	Traffic	23%	24%
How should the lands surrounding Petaluma be used in the future?	Agriculture/ Open space	81%	68%*
What kind of city do you want Petaluma to be in 10 years?	Same as now	53%	57%
What change to the downtown would you like to see?	Better parking No change	28% 8%	7%* 24%*
How frequently do you buy what you are looking for in Petaluma?	Most of the time Half of the time Less than half	36% 27% 35%	44% 22% 34%
Why do you shop outside of Petaluma?	Lack of variety/ Better selection elsewhere	58%	63%
What is the biggest housing problem in Petaluma?	Lack of affordable housing	25%	44%*
What one recreational facility needs to be developed in Petaluma?	Youth recreation facilities	15%	13%
What is the biggest transportation problem in Petaluma?	Traffic Congestion	30%	30%

* *Significant Changes in Opinion Between 1985 and 1993*

Some Concluding Observations

Many of the preferences and concerns of Petalumans identified in the 1993 survey closely mirror those expressed in recent years by residents in other communities in Sonoma County and in the Bay Area in general. The results of the 1993 survey show that Petalumans generally like their city as it exists today, and would like it to stay the same in the future. They especially like the community's small town atmosphere and surrounding agricultural land and open space. It appears that parking and other improvements made by the City since the 1985 Community Survey have led to an increased satisfaction with Petaluma's downtown commercial area.

Although Petalumans generally like most aspects of their community, they have three primary concerns. The first is traffic congestion, which is perceived to be a serious problem. They would like to see the City assign a high priority to doing something about it. Second is a widespread concern about escalating housing costs and the growing lack of affordable housing. The third is jobs. A majority of survey respondents favored an active effort to attract more jobs to Petaluma.

The planning challenge for the City in the years ahead will be the promotion of economic growth while minimizing or reducing the problems exacerbated by both local and regional growth. A sensitive issue will be the extent to which this growth adversely affects the community's small town atmosphere. The results of the 1993 Public Opinion Survey should be viewed as one of a number of tools to be used by the city in making the important decisions involved in its review of the General Plan.

Comparison of Characteristics of 1993 Survey Respondents with all Petaluma Residents (1990 Census).

Demographic characteristics are given below for the 275 randomly selected Petaluma residents 16 years of age or older who agreed to take part in the 1993 Public Opinion Survey. Demographic information for all Petaluma residents from in the 1990 Census also is given below for purpose of comparison. It should be noted that the Census information is for all residents, regardless of age, while the 1993 survey information is only for residents 16 years of age or older who agreed to be surveyed. After administering the survey demographic characteristics of the respondents were noted by the surveyors.

Characteristics	1993 Survey Respondents	All Petalumans (1990 Census)
Race:		
Caucasian	91%	86%
Black	2%	1%
Hispanic	4%	9%
Asian	2%	3%
Other	1%	1%
Sex:		
Male	44%	49%
Female	56%	51%
Age:		
16-20	4%	7%
20s	14%	18%
30s	32%	26%
40s	20%	20%
50s	11%	10%
60s	13%	9%
70+	6%	10%

Petaluma Opinion Survey Name of Surveyor_____

Hello, my name is _____, and I am working with the City of Petaluma to help find out what people think about local issues. I would appreciate a few minutes of your time to answer 18 questions about Petaluma.

(1,2) What 2 things do you like most about living in Petaluma?

1. Don't know/No opinion
2. Small town atmosphere/low density
3. Social atmosphere
4. job opportunities
5. physical environment (i.e. scenic, river)
6. schools
7. security
8. nice neighborhoods
9. affordable housing
10. climate
11. downtown
12. location-i.e., proximity to the coast, etc
13. everything
14. other_____

(3,4) What 2 things do you most <u>dislike</u> about Petaluma?

1. Don't know/no opinion
2. nothing
3. inadequate community facilities_____
4. traffic problems
5. housing not affordable
6. not enough shopping opportunities
7. not enough cultural activities
8. not enough recreational activities
9. growing too fast
10. too crowded
11. crime/vandalism
12. inadequate public services (police, fire, etc)
13. long commute to work
14. nothing for teenagers to do
15. other_____

(5) How would you like to see the lands surrounding Petaluma used in the future?

1. Don't know/no opinion
2. agriculture
3. open space
4. Both agricultural and open space
5. recreation (e.g., parks, golf courses, etc.)
6. housing
7. commercial/industrial development
8. limited development
9. as the owners wish
10. other_____

(6) What kind of city do you want Petaluma to be in 10 years?

1. Don't know/No opinion
2. same as now
3. quaint, tourist town
4. agricultural community
5. retail/commercial center
6. semi-rural
7. high tech
8. bedroom community (mostly residences; few new businesses)
9. self-contained town where jobs balance with housing so Petaluma residents can work in Petaluma
10. large city
11. other_____

(7) What one change to the downtown would you most like to see?

1. Don't know/No opinion
2. nicer pedestrian areas
3. improved river access
4. more entertainment facilities
5. more specialty shops
6. more restaurants
7. better parking
8. traffic improvements
9. no change/keep buildings & stores the same as now
10. other_____

(8) For shopping purchases such as clothing items, furniture, appliances and gifts, how frequently do you buy what you are looking for in Petaluma?

1. Don't know/No opinion
2. most of the time
3. half of the time
4. less than half of the time

(9) When you shop <u>outside</u> of Petaluma, what is your main reason for doing so?

1. Don't know/No opinion
2. too hard to park in Petaluma
3. I don't work in Petaluma
4. lack of variety here/Broader selection elsewhere
5. lower prices elsewhere (discount stores)
6. better quality elsewhere
7. prefer regional shopping center
8. other _____

(10) Should there be an active attempt to increase the number of jobs in Petaluma?

1. Don't know/no opinion
2. No
3. Yes

(11) What is the biggest housing problem in Petaluma?

1. Don't know/no opinion
2. no apparent problem
3. scarcity of all types of housing
4. lack of affordable housing (high costs/high rent)
5. lack of housing for the elderly/handicapped
6. influx of people with high incomes
7. influx of people with low incomes
8. too much development
9. hard to get credit/home loan
10. traffic congestion
11. homelessness
12. other _____

(12) What one new recreational facility most needs to be developed in Petaluma?

1. Don't know/no opinion
2. current recreational facilities are adequate
3. youth recreation facilities
4. baseball diamonds
5. indoor gym/rec center
6. bike pathways
7. senior facilities
8. community park
9. neighborhood park w/playground equipment
10. swimming pool
11. tennis courts
12. golf course
13. other _____

(13,14) In your opinion, what are the 2 biggest transportation problems in Petaluma ?

1. Don't know/no opinion
2. no problems
3. parking in commercial areas
4. lack of bike facilities
5. too few parking/commuter facilities
6. inadequate public transit within Petaluma
7. inadequate public transit from Petaluma to other cities
8. lack of pedestrian facilities
9. traffic congestion
10. poor quality roads (street maintenance needed)
11. lack of bridges & roads connecting east and west sides
12. other _____

15. What is the most serious traffic congestion problem in or around Petaluma?

1. Don't know/no odinion
2. local congestion/Downtown
3. commute corridor congestion
4. on/off ramps to freeways
5. all over
6. Washington & McDowell (East side)
7. Lakeville Highway
8. other _____

(16) Most California cities, including the City of Petaluma, are experiencing budgetary problems which have made it necessary to consider the reallocation of resources and reduction of some city services. Which of the following city services do you think should receive priority in city funding? (Please rate the following on a scale of low to high priority) (SURVEYOR - READ EACH CHOICE)

	Low (1)	Med (2)	High (3)	No opinion (4)
1. Parks and Open Space Maintenance	○	○	○	○
2. Police Services	○	○	○	○
3. Fire Services	○	○	○	○
4. Emergency medical services	○	○	○	○
5. Recreation programs	○	○	○	○
6. Traffic Improvements	○	○	○	○
7. Petaluma River enhancement	○	○	○	○
8. Street lighting	○	○	○	○
9. Flood control	○	○	○	○
10. Affordable housing	○	○	○	○
11. Public transit	○	○	○	○
12. Childcare	○	○	○	○
13. Other _____	○	○	○	○
14. None of the above				

(17) Achieving or increasing General Plan programs and activities might require increasing city taxes or fees. For which of the following services, if any, would you be willing to pay additional local taxes or be subject to an assessment district? (SURVEYOR - READ EACH CHOICE)

	No (1)	Yes (2)	Maybe (depends) (3)	No opinion (4)
1. Parks and Open Space Maintenance	○	○	○	○
2. Police Services	○	○	○	○
3. Fire Services	○	○	○	○
4. Emergency medical services	○	○	○	○
5. Recreation programs	○	○	○	○
6. Traffic Improvements	○	○	○	○
7. Petaluma River enhancement	○	○	○	○
8. Street lighting	○	○	○	○
9. Flood control	○	○	○	○
10. Affordable housing	○	○	○	○
11. Public transit	○	○	○	○
12. Childcare	○	○	○	○
13. Other _____	○	○	○	○
14. None of the above				

(18) Are you aware of any particular problem that was not addressed in this survey?

1. Don't know/no opinion
2. Survey addressed all problems
3. annexations/sprawl
4. community facilities
5. youth activities
6. crime/vandalism
7. traffic
8. schools
9. other _____

That completes the survey. Thank you for your time!!

(INTERVIEWER: NOTE THE FOLLOWING):

(19) Approx. age
1. 16-20
2. 20s
3. 30s
4. 40s
5. 50s
6. 60s
7. Over 70

(20) Sex
1. Female
2. Male

(21) Ethnicity
1. Caucasian
2. African American
3. Mexican American
4. Asian
5. Other

(22) (Note location of residence on map)

Determination of Sample Size

Assumptions used in determining sample size were as follows:

1) 50% or more of respondents would want for Petaluma to remain the "same as now";
2) The margin of error should be 10% or less; and
3) A 95% level of confidence (accuracy) was required.

Based on these assumptions, it was determined that a sample size of 250 would be sufficient, as follows:

$$n = \frac{z^2(p)}{E^2}$$

where
n=sample size,
z=standard z-score,
p=probability of a positive answer,
E= allowable error.

At the 95% level of accuracy, z=1.96. With a 10% margin of error,

$$n = \frac{(1.96)^2(.50)}{.10^2}, \quad n = 192.$$

With an 8% margin of error,

$$n = \frac{(1.96)^2(.50)}{.08^2}, \quad n = 300.$$

Therefore, it was determined that a sample size of between 192 and 300 would be sufficient to deliver a level of accuracy of 95% with a margin of error of between 8 and 10%. The minimum sample size was set at 250, and an actual sample size of 275 was used.

- Source: Mendenhall, 5th Edition - *Introduction to Probability and Statistics*

Q1 What two things do you like most about living in Petaluma? (First Choice)

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	9	.03273
2	Small Town Atmosphere	116	.42182
3	Social Atmosphere	28	.10182
4	Job Opportunities	1	.00364
5	Physical Environment	12	.04364
6	Schools	4	.01455
7	Security	5	.01818
8	Nice Neighborhoods	24	.08727
9	Affordable Housing	5	.01818
10	Climate	29	.10545
11	Downtown	7	.02545
12	Location	18	.06545
13	Everything	1	.00364
14	Other	11	.04000
15	History/Historic West Side	3	.01091
16	Born Here	2	.00727

Q2 What two things do you like most about living in Petaluma? (Second Choice

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	50	.1818
2	Small Town Atmosphere	27	.0982
3	Social Atmosphere	30	.1091
4	Physical Environment	18	.0655
5	Schools	6	.0218
6	Security	13	.0473
7	Nice Neighborhoods	19	.0691
8	Affordable Housing	6	.0218
9	Climate	29	.1055
10	Downtown	9	.0327
11	Location	37	.1345
12	Everything	25	.0909
13	History/Historic West Side	3	.0109
14	Born Here	3	.0109

Q3 What two things do you dislike most about Petaluma? (First Choice)

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	13	.04727
2	Nothing	36	.13091
3	Inadequate Comm. Facilities	3	.01091
4	Traffic Problems	67	.24364
5	Housing Not Affordable	8	.02909
6	Not Enough Shopping	11	.04000
7	Not Enough Cultural Activities	3	.01091
8	Not Enough Rec. Activities	4	.01455
9	Growing Too Fast	29	.10545
10	Too Crowded	7	.02545
11	Crime/Vandalism	8	.02909
12	Inadequate Public Services	3	.01091
13	Long Commute To Work	7	.02545
14	Nothing For Teenagers To Do	3	.01091
15	Other	47	.17091
16	City Politics/Government	18	.06545
17	Quality of River	3	.01091
18	Odors/Smells	2	.00727
19	Noise	3	.01091

Q4 What two things do you dislike most about Petaluma? (Second Choice)

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	116	.42182
2	Nothing	10	.03636
3	Inadequate Community Facilities	2	.00727
4	Traffic Problems	18	.06545
5	Housing Not Affordable	5	.01818
6	Not Enough Shopping	10	.03636
7	Not Enough Cultural Activities	3	.01091
8	Not Enough Rec. Activities	3	.01091
9	Growing Too Fast	23	.08364
10	Too Crowded	11	.04000
11	Crime/Vandalism	8	.02909
12	Inadequate Public Services	3	.01091
13	Long Commute To Work	1	.00364
14	Nothing For Teenagers To Do	9	.03273
15	Other	36	.13091
16	City Politics/Government	9	.03273
17	Quality Of River	1	.00364
18	Odors/Smells	1	.00364
19	Noise	3	.01091
20	Auto Plaza/Auto Plaza Sign	3	.01091

Q5 How would you like to see the lands surrounding Petaluma used in the future

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	8	.02909
2	Agriculture	12	.04364
3	Open Space	44	.16000
4	Both Ag. and Open Space	131	.47636
5	Recreation	23	.08364
6	Housing	6	.02182
7	Commercial/Industrial Dev.	2	.00727
8	Limited Development	33	.12000
9	As The Owners Wish	1	.00364
10	Other	15	.05455

Q6 What kind of city do you want Petaluma to be in 10 years?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	8	.02909
2	Same As Now	158	.57455
3	Quaint/Tourist Town	10	.03636
4	Agricultural Community	1	.00364
5	Retail/Commercial Center	3	.01091
6	Semi-Rural	8	.02909
7	High Tech	2	.00727
8	Bedroom Community	4	.01455
9	Self-Contained/Balanced Town	33	.12000
10	Large City	2	.00727
11	Other	33	.12000
12	Controlled/Managed Growth Town	10	.03636
13	Like It Was	3	.01091

Q7 What one change to the downtown would you most like to see?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	18	.06545
2	Nicer Pedestrian Areas	8	.02909
3	Improved River Access	13	.04727
4	More Entertainment Facilities	3	.01091
5	More Specialty Shops	15	.05455
6	More Restaurants	2	.00727
7	Better Parking	19	.06909
8	Traffic Improvements	25	.09091
9	No Change/Keep The Same	65	.23636
10	Other	36	.13091
11	Rehabilitate Buildings	25	.09091
12	Retain Architectural Integrity	9	.03273
13	Economic Vitality	17	.06182
14	More Variety Of Stores	20	.07273

Q8 For shopping purchases other than food, how often do you buy in Petaluma?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	2	.00727
2	Most Of The Time	120	.43636
3	Half Of The Time	60	.21818
4	Less Than Half The Time	93	.33818

Q9 When you shop outside of Petaluma, what is your main reason for doing so?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	12	.0436
3	I Don't Work In Petaluma	10	.0364
4	Lack Of Variety/Selection	172	.6255
5	Lower Prices Elsewhere	43	.1564
6	Better Quality Elsewhere	5	.0182
7	Prefer Regional Centers	11	.0400
8	Other	22	.0800

Q10 Should there be an active attempt to increase the number of jobs in Pet.?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	18	.06545
2	No	39	.14182
3	Yes	218	.79273

Q11 What is the biggest housing problem in Petaluma?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	35	.12727
2	No Apparent Problem	35	.12727
3	Scarcity Of All Types	2	.00727
4	Lack Of Affordable Housing	122	.44364
5	Lack Of Housing For Elderly	3	.01091
6	Influx Of People W/High Incomes	3	.01091
7	Influx Of People W/Low Incomes	2	.00727
8	Too Much Development	37	.13455
9	Hard To Get Credit/Loan	1	.00364
10	Traffic Congestion	6	.02182
11	Homelessness	8	.02909
12	Other	21	.07636

Q12 What one new recreational facility needs to be developed in Petaluma?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	24	.08727
2	Current Facilities Adequate	55	.20000
3	Youth Recreation Facilities	37	.13455
4	Baseball Diamonds	11	.04000
5	Indoor Gym/Rec Center	14	.05091
6	Bike Pathways	6	.02182
7	Community Park	24	.08727
8	Neighborhood Park	8	.02909
9	Swimming Pool	28	.10182
10	Tennis Courts	7	.02545
11	Golf Course	12	.04364
12	Other	33	.12000
13	Performing Arts/Cultural Ctr.	2	.00727
14	Indoor/Covered Pool	4	.01455
15	River Park	4	.01455
16	Lake	4	.01455
17	Soccer Fields	2	.00727

Q13 What are the two biggest transportation problems in Petaluma? (First Choice

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	19	.06909
2	No Problems	22	.08000
3	Parking In Commercial Areas	5	.01818
4	Lack Of Bike Facilities	12	.04364
5	Too Few Commuter Facilities	9	.03273
6	Inadequate Buses W/I Petaluma	39	.14182
7	Inadequate Buses From Pet.	21	.07636
9	Traffic Congestion	80	.29091
10	Poor Quality Roads	4	.01455
11	Lack Of Bridges East To West	32	.11636
12	Other	31	.11273
13	More Speed Bumps	1	.00364

Q14 What are the two biggest transportation problems in Petaluma?(Second Choice

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	127	.46182
2	No Problems	12	.04364
3	Parking In Commercial Areas	4	.01455
4	Lack Of Bike Facilities	4	.01455
5	Too Few Commuter Facilities	1	.00364
6	Inadequate Buses W/I Petaluma	16	.05818
7	Inadequate Buses From Pet.	8	.02909
8	Lack Of Pedestrian Facilities	4	.01455
9	Traffic Congestion	36	.13091
10	Poor Quality Roads	12	.04364
11	Lack Of Bridges West To East	26	.09455
12	Other	24	.08727
13	More Speed Bumps	1	.00364

Q15 What is the most serious traffic congestion problem in Petaluma?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	14	.0509
2	Local Congestion	26	.0945
3	Commute Corridor Congestion	41	.1510
4	On/Off Ramps To Freeways	9	.0327
5	All Over	5	.0182
6	Washington & McDowell	124	.4509
7	Lakeville Highway	5	.0182
8	Other	21	.0764
9	Washington & Pet. Blvd.	5	.0182
10	Along Washington	25	.0900

Q16A Priority of parks and open space maintenance.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	15	.0545
2	Medium	142	.5164
3	High	107	.3891
4	No Opinion	11	.0400

Q16B Priority of police services.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	8	.0291
2	Medium	51	.1855
3	High	211	.7673
4	No Opinion	5	.0182

Q16C Priority of fire services.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	3	.0109
2	Medium	43	.1564
3	High	224	.8145
4	No Opinion	5	.0182

Q16D Priority of emergency medical services.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	6	.0218
2	Medium	48	.1745
3	High	212	.7709
4	No Opinion	9	.0327

Q16E Priority of recreation programs.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	34	.1236
2	Medium	137	.4982
3	High	92	.3345
4	No Opinion	12	.0436

Q16F Priority of traffic improvements.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	36	.1309
2	Medium	106	.3855
3	High	122	.4436
4	No Opinion	11	.0400

Q16G Priority of Petaluma River enhancement.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	109	.3964
2	Medium	91	.3309
3	High	67	.2436
4	No Opinion	8	.0291

Q16H Priority of street lighting.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	120	.4364
2	Medium	95	.3455
3	High	46	.1673
4	No Opinion	14	.0509

Q16I Priority of flood control.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	90	.3273
2	Medium	90	.3273
3	High	81	.2945
4	No Opinion	14	.0509

Q16J Priority of affordable housing.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	45	.1636
2	Medium	84	.3055
3	High	140	.5091
4	No Opinion	6	.0218

Q16K Priority of public transit.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	54	.1964
2	Medium	109	.3964
3	High	91	.3309
4	No Opinion	21	.0764

Q16L Priority of childcare.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	59	.215
2	Medium	77	.280
3	High	106	.385
4	No Opinion	33	.120

Q16M Priority of other services.

Answer Choice	Answer	Frequency	Relative Frequency
1	Low	1	.00364
2	Medium	1	.00364
3	High	13	.04727
4	No Opinion	260	.94545

Q17A Willing to pay for parks and open space maintenance.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	85	.3091
2	Yes	101	.3673
3	Maybe	84	.3055
4	No Opinion	5	.0182

Q17B Willing to pay for police services.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	52	.1891
2	Yes	166	.6036
3	Maybe	52	.1891
4	No Opinion	5	.0182

Q17C Willing to pay for fire services.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	47	.1709
2	Yes	173	.6291
3	Maybe	50	.1818
4	No Opinion	5	.0182

Q17D Willing to pay for emergency medical services.

Answer Choice	Answer	Frequency	Frequency
1	No	59	.2145
2	Yes	160	.5818
3	Maybe	48	.1745
4	No Opinion	8	.0291

Q17E Willing to pay for recreation programs.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	100	.3636
2	Yes	83	.3018
3	Maybe	86	.3127
4	No Opinion	6	.0218

Q17F Willing to pay for traffic improvements.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	99	.3600
2	Yes	95	.3455
3	Maybe	75	.2727
4	No Opinion	6	.0218

Q17G Willing to pay for Petaluma River enhancement.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	147	.5345
2	Yes	56	.2036
3	Maybe	63	.2291
4	No Opinion	9	.0327

Q17H Willing to pay for street lighting.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	158	.5745
2	Yes	46	.1673
3	Maybe	62	.2255
4	No Opinion	9	.0327

Q17I Willing to pay for flood control.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	129	.4691
2	Yes	69	.2509
3	Maybe	66	.2400
4	No Opinion	11	.0400

Q17J Willing to pay for affordable housing.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	111	.4036
2	Yes	87	.3164
3	Maybe	67	.2436
4	No Opinion	10	.0364

Q17K Willing to pay for public transit.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	113	.4109
2	Yes	69	.2509
3	Maybe	82	.2982
4	No Opinion	11	.0400

Q17L Willing to pay for childcare.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	100	.3636
2	Yes	87	.3164
3	Maybe	65	.2364
4	No Opinion	23	.0836

Q17M Willing to pay for other services.

Answer Choice	Answer	Frequency	Relative Frequency
1	No	3	.01091
2	Yes	6	.02182
3	Maybe	1	.00364
4	No Opinion	265	.96364

Q18 Are you aware of any particular problem that was not addressed?

Answer Choice	Answer	Frequency	Relative Frequency
1	Don't Know/No Opinion	51	.18545
2	All Problems Addressed	91	.33091
3	Annexations/Sprawl	6	.02182
4	Community Facilities	1	.00364
5	Youth Activities	13	.04727
6	Crime/Vandalism	10	.03636
7	Traffic	2	.00727
8	Schools	7	.02545
9	Other	54	.19636
10	Homeless/Gangs/Undesirables	6	.02182
11	Lack of Leadership/Gvmt.Waste	20	.07273
12	Misc. Services	10	.03636
13	Economic Vitality	4	.01455

Q19 Approximate age of respondent (Noted by surveyor).

Answer Choice	Answer	Frequency	Relative Frequency
1	16-20	12	.0436
2	20s	39	.1418
3	30s	87	.3164
4	40s	55	.2000
5	50s	31	.1127
6	60s	36	.1309
7	Over 70	15	.0545

Q20 Gender of survey respondent.

Answer Choice	Answer	Frequency	Relative Frequency
1	Female	155	.564
2	Male	120	.436

Q21 Ethnicity of respondent(Noted by surveyor).

Answer Choice	Answer	Frequency	Relative Frequency
1	Caucasian	249	.9055
2	African-American	6	.0218
3	Mexican-American	10	.0364
4	Asian	6	.0218
5	Other	4	.0145

Q22 Census tract location of surveyed addresses.

Answer Choice	Answer	Frequency	Relative Frequency
1	1506.01	18	.06545
2	1506.02	30	.10909
3	1506.03	38	.13818
4	1506.04A	45	.16364
5	1506.04B	20	.07273
6	1507.00	43	.15636
7	1508.00	30	.10909
8	1509.00	50	.18182
9	1510.00	1	.00364

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